

Message Text

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44

ACTION EUR-12

INFO OCT-01 ISO-00 EURE-00 EB-07 /020 W

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P 281521Z JUL 75

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC PRIORITY 6281

USDOC WASHDC

UNCLAS VIENNA 6460

BEWT FOR DOWNEY

E.O. 11652: N/A

TAGS: BEXP, AU, XH

SUBJECT: BEWT TRADE PROMOTION PROGRAM

1. EWTC HAS RECEIVED LETTER FROM AREBEITSGEMEINSCHAFT FUER FACHAUSSTELLUNGEN, PRIVATE EXHIBIT ORGANIZATION WHICH WILL PUT ON BIENNIAL VIENNA ELECTRONICS FAIR (IE75). LETTER INVITES EWTC TO OPERATE INFORMATION BOOTH FREE OF CHARGE AT IE 75. DATES OF SHOW ARE OCTOBER 22-25, 1975.

2. MORE THAN 300 FIRMS HAVE SIGNED UP FOR SHOW TO DATE AND PROMOTION OF EVENT IN CEMA COUNTRIES IS UNDERWAY. THIS SHOW HAS BEEN IMPORTANT AND SUCCESSFUL FEATURE OF VIENNA TRADE CALENDAR IN RECENT YEARS WITH SIGNIFICANT INTEREST SHOWN BY EE COUNTRIES.

3. TIMING OF SHOW DURING WEEK PRIOR TO ANTICIPATED MOVE OF EWTC TO EMBASSY QUARTERS IS IDEAL FOR DEMONSTRATING USG CONTINUED RECOGNITION OF IMPORTANCE OF VIENNA IN EAST-WEST TRADE.

4. IF AUTHORIZED TO PARTICIPATE WE PLAN TO SET UP BOOTH WITH EWTC EQUIPMENT AND DISTRIBUTE BROCHURE GIVING DETAILS OF EWTC SERVICES AND ITS NEW EMBASSY ADDRESS. ESTIMATED COST \$750. WE WOULD ASK BEWT TO SEND US BRIEFING MATERIAL AND LITREATURE FOR USE OF VISITORS TO BOOTH.

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5. EMBASSY RECOMMENDS THAT EWTC BE AUTHORIZED TO

ACCEPT THIS OFFER WHICH WOULD INCREASE BEWT TRADE
PROMOTION PROGRAM THIS YEAR BY ONE OVERSEAS TRADE
EVENT AT NOMINAL COST WITHIN CURRENT EWTC BUDGET.
REQUEST REPLY ASAP.BUCHANAN

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NNN

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